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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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february

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, JANUARY 22, 1951</u>			
Monday Jan. 22 2:30 P.M.	PRESS PREVIEW OF SPRING MILLINERY Braagaard will present his Spring millinery collection to the press. By invitation only. Contact: Barbara Perlman, PL. 3-0353.	BRAAGAARD, INC.	10 EAST 56TH STREET SALON
Monday Jan. 22 4:30 P.M.	SHOWING OF PATTERN FASHIONS Avondale Mills will present a showing of pattern fashions by Advance, Butterick, McCall's, Simplicity, and Vogue--in Avondale fabrics. By invitation only. Publicity: Arthur Michel, at N.W. Ayer, CI. 6-0200.	AVONDALE MILLS	RITZ-CARLTON HOTEL CRYSTAL ROOM
Beginning Monday Jan. 22	BLOUSES & SEPARATES AND HOSTESS GOWNS Dorine Liebert will present her new collection of Spring and Summer blouses and separates for daytime and evening. Also, showing of her collection of hostess gowns. Continuous daily showings for press and trade. Contact: Faye Berk, EL. 5-2577.	DORINE LIEBERT	15 EAST 53RD STREET SHOWROOM-9TH FLOOR
Beginning Monday Jan. 22	LONDON HAUTE COUTURE OPENINGS Contact: Lilian Hyder, 36 Bruton Place, London W, 1.	INCORPORATED SOCIETY OF LONDON FASHION DESIGNERS	LONDON, ENGLAND
Tuesday Jan. 23 1:00 P.M. Luncheon	PRESENTATION OF SPRING MILLINERY Peg Fischer will present her Spring millinery fashions during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Fischer Publicity: Rosemary Sheehan, CI. 7-8060. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	PEG FISCHER	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Jan. 23 1:00 P.M. Luncheon	SHOWING OF SPRING FASHIONS AT LUNCHEON "Fun With Fashions"--Ed Gerrick will present fashions for Spring and travel wear during luncheon. Furs--Fredrica (New York and Paris). Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-5800. Ed Gerrick Publicity: Elsie Brandt, LO. 4-1820. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Associates, PL. 3-7676.	ED GERRICK, INC.	ST. MORITZ HOTEL BURGUNDY ROOM
Tuesday Jan. 23 1:00 P.M. Luncheon	SPRING & CRUISE FASHIONS AT LUNCHEON Presentation of Claire McCardell's collection of Spring and Cruise fashions during luncheon. Hats--Mr. John. Gloves--Dawnelle. Make-up and perfumes--Guerlain. Press by invitation. Public by reservation; contact: Louis, PL. 3-0200. Claire McCardell Contact: Bette Anne Brown, LO. 4-2155. Sherry's Fashion Director and Publicity: Rosamund Hanscom, PL. 3-0200.	CLAIRE MCCARDELL FASHIONS BY TOWNLEY	SHERRY'S-300 PARK SHERRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 23 3:30 P.M.	PRESS PREVIEW OF COTTON COLLECTION Press showing of cotton fashions by Jerry Parnis. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM-7TH FLOOR
Tuesday Jan. 23 3:30 P.M. Cocktails 4:00 P.M. Show	SUMMER COLLECTION AT PRESS AND TRADE SHOW The press and trade will be invited to a cocktail preview, "The Thing For Summer", featuring Lotte of Drewyn's collection of sportswear separates and coordinates for Summer. The new shade "Beloved Blue," inspired by Prince Matchabelli's French perfume "Beloved", will be introduced. By invitation only. Daily trade showings thereafter at 10:30 A.M., 12:00 Noon, and 4:00 P.M. beginning Wednesday, January 24. Contact: LA. 4-0662. Publicity: Sidney Dee Bloeme, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
Wednesday Jan. 24 12:45 P.M. Luncheon	RESORT & SPRING COLLECTION AT LUNCHEON "New Year Charm"--showing of the Resort and Spring collection, designed by Bonnie Cashin of Adler & Adler, during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 3-8000. Adler & Adler Publicity: Ruth Hammer Associates, EL. 5-7108. Pierre Fashion Director-Commentator: Nola Luxford, TE. 3-8000.	BONNIE CASHIN OF ADLER & ADLER	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 24 1:00 P.M. Luncheon	SHOWING OF JUNIOR FASHIONS AT LUNCHEON Jonathan Logan will present "Story Book Cottons" for juniors, available at Best & Co., during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Jonathan Logan Contact: Lila Husted, WI. 7-7490. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	JONATHAN LOGAN	WALDORF-ASTORIA SERT ROOM
Thursday Jan. 25 12:15 P.M. Luncheon	ACCESSORIES DIVISION FASHION PRESENTATION "Come See The Curtain Go Up. . . Late Spring and Summer Accessories"--the Accessories Division of The Fashion Group will have a fashion show. Commentator and Chairman of Accessories Division: Marjorie Schlesinger, accessory stylist of Macy's. Speaker: d.l.w. (Dorothy L. Wallis), special feature writer of Women's Wear Daily and president of The Fashion Group, whose subject will be "Speaking of Accessories". Price (including tax and tip): \$4.25 for members; \$4.50 for guests (members may bring guests). Contact: The Fashion Group, Inc., CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Thursday Jan. 25 2:30 P.M.	PREVIEW OF NEW BRIDAL SERVICE Press preview of Bonwit-Teller's new custom-made bridal service, including a presentation of other bridal fashions. By invitation only. Publicity: Nancy Talbert, EL. 5-6800.	BONWIT TELLER	3RD FLOOR
Thursday Jan. 25 5:30 P.M.- 7:00 P.M.	"FASHION NIGHT AT ABRAHAM & STRAUS" Showing of Lilli Ann suits for Spring from Abraham & Straus' Rose Room, during the supper hour. Open to public. Publicity: Frances Bemis, Feature Events Dept., TR. 5-7200.	ABRAHAM & STRAUS	4TH FLOOR RESTAURANT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Jan. 26 12:00 Noon Luncheon	SUMMER COTTONS AT PRESS PREVIEW Luncheon and press preview of the Summer cotton collection by Adele Simpson. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM
Friday Jan. 26 4:00 P.M.	PRESENTATION OF FOUNDATION COLLECTION The Corset and Brassiere Association of America will present the Isidor Roth Collection of Corsetry to the Brooklyn Museum at a reception for the fashion press and the trade. The collection will include about 190 foundation garments, dating from 1750 to the present day. By invitation. Exhibit open to the public from Jan. 27 through Feb. 28. Brooklyn Museum Publicity: John Gordon, NE. 8-5000. Corset and Brassiere Association Publicity: Mary Osborne, Selvage & Lee, MU. 7-8550.	THE CORSET & BRASSIERE ASSOCIATION OF AMERICA	BROOKLYN MUSEUM COSTUME GALLERY
Jan. 27	MIAMI FASHION COUNCIL'S MARKET WEEK AT FLORIDIAN HOTEL IN MIAMI.		
Monday Jan. 29 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Presentation to the press of the Summer collection by Kenneth Tischler. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	KENNETH TISCHLER, INC.	108 WEST 39TH STREET SHOWROOM
Monday Jan. 29- Jan. 30 12:00 Noon	FABRIC FASHION SHOW: "PASSPORT TO PARIS" Gimbels will present Vogue's couturier patterns in fashions by eight Paris designers: Balmain, Fath, Heim, Lanvin, Molyneux, Paquin, Pigué, and Schiaparelli. Showing on Monday, Jan. 29 at 12:00 Noon and 6:00 P.M.; on Tuesday, Jan. 30 at 12:00 Noon and 4:00 P.M. Press invited. Open to public. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	5TH FLOOR FABRIC DEPT.
Monday Jan. 29 2:30 P.M.	SHOWING OF SUMMER COLLECTIONS TO PRESS "Summer Sun Shines On David Crystal"--presentation of the Summer collection by David Crystal, including Haymaker Sportswear and Izod Of London fashions. By invitation only. Daily trade showings thereafter, beginning <u>Tuesday</u> , Jan. 30, at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, LA. 4-7760.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR
Cancelled Jan. 30	SAKS 34TH STREET SHOWING OF SUMMER FASHIONS BY LESLIE FAY AT 10:00 A.M. AND 3:00 P.M. ON TUESDAY, JAN. 30, HAS BEEN CANCELLED.		
Tuesday Jan. 30 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Seventh annual fashion show for benefit of National Foundation For Infantile Paralysis, with fashions by: Hansen Bang; Anthony Blotta; Capri Originals; Hattie Carnegie; Ceil Chapman; Davidow; Jane Derby; Christian Dior; Jacques Fath; David M. Goodstein; Joseph Halpert; Maria Krum; Tina Leser of Edwin H. Foreman; Claire McCardell; Philip Mangone; Monte-Sano and Pruzan; Original Modes; Paul Parnes; Mollie Parnis; Pattullo-Jo Copeland; Ben Roig-Omar Kiam; Maurice Rentner; Nettie Rosenstein; Carolyn Schnurer; Adele Simpson; Herbert Sondheim; Traina-Norell; Pauline Trigore; Emily Wilkens. Also, Adrian; Elizabeth Arden; Bergdorf Goodman; Bonwit Teller--Custom-Order; Lilly Dache; Charles James; Milgrim; Carrio Munn; Sophie of Saks Fifth Avenue; Valentina. Staged by Lester Gaba. Reservations: \$50.00 per person for "ringside" first tier tables; \$25.00 per person for other tables. Contact: Kay Weatherly, BE. 3-0500. Publ.: Eleanor Lambert, MU. 8-2130.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 30 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOWING Presentation of fashions for Spring by Phillippa MacDonald during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Phillippa MacDonald Contact: PL. 5-8372. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	PHILLIPPA MACDONALD (19 WEST 57TH STREET)	RITZ-CARLTON HOTEL OVAL ROOM
Tuesday Jan. 30 1:00 P.M. Luncheon	FASHIONS FOR DANCING AT LUNCHEON SHOW Fashions for dancing, inspired by Arthur Murray, in Cohama fabrics. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-5800. St. Moritz Fashion Director: Alberta Kelley, JU. 6-1764. St. Moritz Publicity: Kurt Hofmann Associates, PL. 3-7676.	VARIOUS MANUFACTURERS	ST. MORITZ HOTEL BURGUNDY ROOM
Wednesday Jan. 31 9:30 A.M. Breakfast	PRESS SHOWING OF SUMMER COLLECTIONS Cabana will present the Summer collection of beachwear and sportswear, designed by Mr. Harry Willis, at a breakfast preview for the press. By invitation only. Daily trade showings thereafter at 11:30 A.M. and 3:30 P.M. Publicity: Fran Healy, PL. 7-5809.	CABANA BEACHWEAR CO.	1410 BROADWAY SHOWROOM-17TH FLOOR
Wednesday Jan. 31 12:45 P.M. Luncheon	SHOWING OF SPRING GOWNS AT LUNCHEON "Back To Town" presentation of Spring gowns by Murray Nieman during luncheon. Furs--David's 57th Street. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Murray Nieman Contact: TE. 8-3089. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MURRAY NIEMAN (131 EAST 62ND ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Jan. 31 1:00 P.M. Luncheon	SPRING COLLECTION AT LUNCHEON SHOW Presentation of suit fashions for Spring and a collection of French imports by Russeks Fifth Avenue during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Russeks Publicity: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Jan. 31 3:30 P.M.	PREVIEW: FALL COLORS AND LEATHER STYLES A preview of Allied Kid Company's Fall and Winter, 1951-1952, leather colors and styles in skins and pullovers, for the fashion press and shoe stylists. This showing will be repeated on <u>Thursday, February 1 at 9:30 A.M.</u> , for fabric and hosiery stylists; and at <u>3:30 P.M.</u> , for shoe and hand- bag manufacturers, department store shoe and bag buyers. By invitation only. Contact: Helene O'Hara or Dorothy Campbell, MU. 6-1623.	ALLIED KID COMPANY	419 FOURTH AVENUE SHOWROOM
Wednesday Jan. 31 4:30 P.M. Cocktails	FASHION SHOW AT ANNUAL CONVENTION The twenty-fourth annual convention of the Association of American Soap and Glycerine Producers, will feature a showing of the cotton wardrobe to be worn by the 1951 Maid of Cotton, chosen by the National Cotton Council of America on Thursday, Dec. 28. The wardrobe will be worn by the Maid of Cotton on her tour of 20 American cities, also through Europe and South America, beginning Monday, Feb. 5. Cocktail party preview for the press and trade, by invitation only. Contact: Ruth Goldberg, Cleanliness Bureau, MU. 6-3662; or Margot Herzog, National Cotton Council, WO. 4-2521.	ASS'N OF AMERICAN SOAP AND GLYCERINE PRODUCERS	HOTEL PLAZA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 1 2:30 P.M.	OPENING: SUMMER DRESS COLLECTION Benfatto & Kallman will present the Summer collection of Jonmorr Casuals, spectator dresses, at 2:30 P.M. Informal showings daily thereafter. Contact: LA. 4-5552. Publicity: Sidney Dee Bloeme, JU. 6-4490.	BENFATTO & KALLMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Thursday Feb. 1 3:30 P.M.	SUMMER SPORTSWEAR AT PREVIEW FOR PRESS The press will be invited to preview Raissa Maskets' "inseparable" separates and coordinates in Summer sportswear. By invitation only. Contact: BR. 9-7160. Publicity: Sidney Dee Bloeme, JU. 6-4490.	MASKET BROTHERS SPORTSWEAR, INC.	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Beginning Thursday Feb. 1	PARIS COUTURE SPRING OPENINGS Contact: #102 Rue Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS FRANCE
Friday Feb. 2 9:30 A.M. Breakfast	BREAKFAST PREVIEW: SUMMER COLLECTION Kay Dunhill will present the Summer collection, including "Korell" fashions (plus sizes for juniors), at a preview for the press. By invitation only. Publicity: Fran Healy, PL. 7-5809.	KAY DUNHILL, INC.	1350 BROADWAY SHOWROOM-3RD FLOOR
Saturday Feb. 3 11:00 A.M.	SHOWING OF PETITEEN FASHIONS Presentation of fashions for the sub-teeners by Namm's and Petiteen. Press invited. Open to public. Publicity: Susanna Davis, TR. 5-5700.	NAMM'S	2ND FLOOR
Monday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW: NEW SUMMER COLLECTION Paul Adler Originals will present the first collection of advance Summer spectator sportswear and country club fashions at a press preview and cocktail party in their newly-opened showroom. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 2:30 P.M.</u> Publicity: Viola Shefer, PL. 3-3173.	PAUL ADLER ORIGINALS, INC.	498 SEVENTH AVENUE SHOWROOM-18TH FLOOR
Beginning Monday Feb. 5	SHOWING OF IMPORTED SWEATERS FOR SPRING Presentation of Spring and Summer collection of imported wool and wool jersey sweaters from Vienna, Austria and Paris, by the Lana Knitwear Division of Perutz Brothers. Press invited. Publicity: Dorothy Iverson, OR. 9-1500.	LANA KNITWEAR DIV., PERUTZ BROS., INC.	689 FIFTH AVENUE SHOWROOM
Beginning Monday Feb. 5	SHOWING OF SUMMER COLLECTION Presentation of Georgia Bullock's Summer dress collection at daily showings in the permanent N.Y. showroom. By appointment. Contact: Terry Fry, LO. 5-4762.	GEORGIA BULLOCK, INC.	350 FIFTH AVENUE SUITE 5708
Beginning Monday Feb. 5	OPENING OF SUMMER LINES IN ST. LOUIS Showing of Summer lines of dresses, sportswear, lingerie, millinery, coats and suits by members of the St. Louis Fashion Creators in individual showrooms, beginning, Monday Feb. 5. Contact: Joan Gardner, Promotion Director, 915 Olive Street, St. Louis.	ST. LOUIS FASHION CREATORS	INDIVIDUAL SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Feb. 5	<p>OPENING OF SUMMER LINES</p> <p>Members of the Sportswear Guild will present Summer Collections:</p> <p>Feb. 5: SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC.</p> <p>Feb. 6: ADLER & ADLER, INC.; KANE-WEILL.</p> <p>Feb. 7: DAVIDOW; DAVID M. GOODSTEIN, INC.; MUTUAL-ROSENBLOOM CO.</p> <p>Feb. 8: CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG CO.</p> <p>Contact individual manufacturers.</p>	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
Beginning Monday Feb. 5	<p>FOGA TO SHOW SUMMER LINES</p> <p>Summer collections by manufacturers of the Fashion Originators' Guild of America will be shown, beginning Monday, Feb. 5. Individual dates will be announced later. Members include:</p> <p>LARRY L. ALDRICH CO. GRABOIS PAUL PARNES CORP.</p> <p>HANSEN BANG, INC. FRED GREENBERG DRESS CO. PARNIS-LIVINGSTON</p> <p>BEN BARRACK, INC. JOSEPH HALPERT, INC. BEN REIG, INC.</p> <p>✓ WILLIAM BASS DRESS CO. HORWITZ & DUBERMAN, INC. RUDOLF GOWNS</p> <p>CAPRI FROCKS, INC. INTERNATIONAL DRESS CO. MARTIN SIMON, INC.</p> <p>DEITSCH, WERSBA & COPPOLA JUNIOR LEAGUE FROCKS ✓ ADELE SIMPSON, INC.</p> <p>ELFREDA, INC. NAT KAPLAN, INC. HERBERT SONDHEIM</p> <p>BEN J. GAM, INC. ✓ CHARLES LANG, INC. FRANK STARR, INC.</p> <p>ED GERRICK, INC. DAVID LEVINE CO. <i>Insert 2</i> SUZANNE-AUGUSTINE</p> <p>A. GOODMAN & CO., INC. NATHAN-STRONG, INC. HANNAH TROY, INC.</p> <p>Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.</p>	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
Tuesday Feb. 6 12:30 P.M. Luncheon	<p>PRESS PREVIEW OF SPRING MILLINERY</p> <p>Saks Fifth Avenue will invite the press to a preview of the Spring custom millinery collection, designed by Tatiana du Plessix. By invitation only. Publicity: Carolyn Haight, PL. 3-4000.</p>	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Tuesday Feb. 6 2:30 P.M.	<p>PRESS PREVIEW OF SUMMER COLLECTION</p> <p>Bonnie Cashin's Summer collection designed for Adler & Adler. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.</p>	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 6 4:00 P.M.	<p>TRADE SHOWING OF SUMMER COLLECTION</p> <p>Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Summer fashions for juniors to the trade. Contact: WI. 7-5374.</p>	EMILY WILKENS	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday Feb. 6	<p>OPENING OF SUMMER COLLECTION</p> <p>Junior Accent will present the Summer collection, designed by Eloise Curtis, at continuous daily showings in the new showrooms. Contact: LO. 4-1434.</p>	JUNIOR ACCENT	1400 BROADWAY SHOWROOM-32ND FLOOR
Wednesday Feb. 7 1:00 P.M. Luncheon	<p>CEIL CHAPMAN FASHIONS AT LUNCHEON SHOW</p> <p>Jay Thorpe will present a showing of Ceil Chapman fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Ceil Chapman Contact: Alto G. Schiffrine, LA. 4-5800. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.</p>	JAY THORPE	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 7 3:30 P.M. Cocktails	SWISS FABRIC SHOW OF LUXURY COTTONS Eighth annual presentation of fashions in luxury cottons from Switzerland. Summer collections by leading designers and manufacturers of town and country wear; cocktail and evening dresses; wedding and bridesmaids' gowns; blouses and separates; childrens' and teen-age party frocks. By invitation. Contact: Swiss Fabric Group, OR. 9-2750.	SWISS FABRIC GROUP OF SWITZERLAND & NEW YORK	HOTEL PIERRE BALLROOM
Beginning Wednesday Feb. 7	OPENING OF SUMMER DRESS COLLECTION Summer dresses by Miss America will be presented at daily showings; also, a new group of separates by designer Rose Barrack. Contact: Polly McGuiston, CH. 4-6030.	MISS AMERICA	530 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Feb. 7	ASH WEDNESDAY (Beginning of Lent).		
Thursday Feb. 8 10:00 A.M. Breakfast	PREVIEW: JACQUES FATH SPRING COLLECTION Lord and Taylor will present the Jacques Fath Spring into Summer dress collection, made in America for Joseph Halpert, at a showing for newspaper fashion editors. By invitation. Publ.: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR BIRD CAGE
Thursday Feb. 8 11:00 A.M.	PRESS SHOWING OF SPRING & SUMMER HATS Don Marshall will invite the press to a showing of his millinery collection for Spring and Summer. By invitation only. Contact: PL. 8-2678.	DON MARSHALL, INC.	53 EAST 54TH STREET SALON
Thursday Feb. 8 4:30 P.M.	PRESS & TRADE PREVIEW SUMMER COLLECTIONS "When A Body Meets A Body"--presentation to the press and trade of two new Summer collections, including bathing suits, playclothes, sun dresses and coordinates, designed by Frances Sider. By invitation only. Continuous daily trade showings thereafter. Contact: Virginia Marsh, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1407 BROADWAY SHOWROOM-14TH FLOOR
Feb. 12	LINCOLN'S BIRTHDAY (Monday).		
Tuesday Feb. 13 9:30 A.M. Breakfast	SUMMER COLLECTION AT PRESS PREVIEW Janice Milan will present her Summer collection at a breakfast preview for the press. By invitation only. Contact: Barbara Fields, LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Tuesday Feb. 13 12:15 P.M. Luncheon	TWENTIETH ANNIVERSARY LUNCHEON CELEBRATION The Fashion Group will celebrate its Twentieth Anniversary at a luncheon. Price: \$4.00 for members; \$4.50 for guests (two per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Associates, EL. 5-7108.	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM
Tuesday Feb. 13 1:00 P.M. Luncheon	TALL GALS FASHIONS AT LUNCHEON SHOWING "The Importance Of Being Tall"--presentation of Peg Newton's Spring and Summer wardrobe collection for tall gals during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 6. Peg Newton Publicity: Donna Cannon, PL. 3-7072. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	PEG NEWTON	RITZ-CARLTON HOTEL OVAL ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 13 2:00 P.M.- 5:00 P.M.	"SEEDS OF FASHION" PRESS PREVIEW Preview of exhibit "Seeds Of Fashion"--tracing The Costume Institute in action during its five years at The Metropolitan Museum. Open to Public: <u>Friday, Feb. 16.</u> Contact: Lillian Green, TR. 9-5500.	THE COSTUME INSTITUTE	METROPOLITAN MUSEUM 82ND ST. & 5TH AVE.
Wednesday Feb. 14 12:45 P.M. Luncheon	VALENTINE'S DAY LUNCHEON FASHION SHOW A group of designers and specialty shops will present a special fashion show for Valentine's Day during luncheon. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Pierre Fashion Director- Commentator: Nola Luxford, TE. 8-8000.	SPECIALTY SHOPS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 14 3:15 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview for the press of Miguel Dorian's Summer collection of dresses for daytime, cocktail and evening. By invitation only. Trade showings on <u>Thursday, Feb. 15, and Friday, Feb. 16 at 3:15 P.M.</u> Publicity: Pauline Greene, MU. 7-8297.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
Feb. 17	NATIONAL SEW AND SAVE WEEK. Contact: George Pounder, LE. 2-4455.		
Tuesday Feb. 20 9:30 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their ready-to-wear Green Room fashions for Spring. Show promptly at 10:00 A.M. By invitation only. Publicity: Dervin O'Brien, EL. 5-5900.	BLOOMINGDALE'S	4TH FLOOR CLASSROOM "C"
Wednesday Feb. 21 12:45 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON "Breath Of Spring"--special showing of Spring gowns, furs and jewels at a benefit luncheon for the Memorial Cancer Center Unit. Price: \$3.75 with rummage. Press by invitation. Public by reservation. Contact: Francois, TE. 8-8000. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	LEADING DESIGNERS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 21 1:00 P.M. Luncheon	SHOWING OF ADELE SIMPSON FASHIONS De Pinna will present Adele Simpson fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. De Pinna Publicity: Elena Turner, MU. 8-2000, Ext. 126. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA SERT ROOM
Feb. 22	WASHINGTON'S BIRTHDAY (Thursday--Legal Holiday).		
Saturday Feb. 24 11:00 A.M.	SHOWING OF FLEXEE FOUNDATION FASHIONS Presentation of coordinated Easter fashions by Namms and Flexee Founda- tions. Press invited. Open to public. Publ.: Susanna Davis, TR. 5-5700.	NAMMS	2ND FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 27 1:00 P.M. Luncheon	SPRING & SUMMER CUSTOM COLLECTION Callot Soeurs will present the custom collection for Spring and Summer during luncheon. Press by invitation. Public by reservation; contact: MU. 8-3000, Ext. 7. Callot Soeurs Publicity: Mary Marsh, PL. 7-5810. Ritz-Carlton Fashion Publicity: Marion Morrison, MU. 8-3000.	CALLOT SOEURS	RITZ-CARLTON HOTEL OVAL ROOM
Wednesday Feb. 28 12:45 P.M. Luncheon	EASTER FASHIONS AT LUNCHEON SHOWING Maria Originals will present Easter fashions, coordinated with fashions for dogs. Press by invitation. Public by reservation; contact: Francois, TE. 8-8000. Maria Originals contact: Mia Grau, PL. 5-1127. Pierre Fashion Director-Commentator: Nola Luxford, TE. 8-8000.	MARIA ORIGINALS (32 WEST 58TH STREET)	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 28 1:00 P.M. Luncheon	FRENCH MILLINERY AT LUNCHEON SHOW "Quelle Est L'Originale"--showing Spring millinery from P ris and Saks 34th St. copies. Press by invitation. Public by reservation; contact: Teddy, EL. 5-3000. Saks 34th Street Publicity: Frances Eisner, LA. 4-7000, Ext. 445. Waldorf Fashion Publicity: Madeleine Riordan, EL. 5-3000.	SAKS 34TH STREET	WALDORF-ASTORIA SERT ROOM

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Thursday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVENUE	PUBL.: FLORENCE NEFF	PL. 3-7300
Monday March 5	<u>MILGRIM</u> At 11:00 A.M.	6 EAST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday March 5	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVENUE	PUBL.: RASPONI ASSOC.	TE. 8-8171
Tuesday March 6	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday March 6	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVENUE (Designed by Sophie).	PUBL.: CAROLYN HAIGHT	PL. 3-4000
Wednesday March 7	<u>BONWIT TELIER</u> At 3:00 P.M.	721 FIFTH AVENUE	PUBL.: SOPHIE SHONNAID	EL. 5-6800

Friday March 2 2:30 P.M.	PRESS PREVIEW OF FRENCH MILLINERY Gimbels will present a private press preview of American reproductions of French millinery originals. By invitation only. Show will be repeated on Monday, March 5, at 2:30 P.M. and 6:00 P.M. Publicity: Gay Stearns or Charline Sutton, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR FRENCH SALON
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Wednesday March 7 10:30 A.M.	ADRIAN COLLECTION AT PRESS SHOWING Adrian will present his Spring custom-order collection to the press at Gunther Jaeckel. By invitation only. Publ.: Eleanor Lambert, MU. 8-2130.	ADRIAN AT GUNTHER JAECKEL	10 EAST 57TH STREET SALON-3RD FLOOR
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MOVIES...MUSIC...TELEVISION...THEATRE

Friday
Jan. 19;
Jan. 24
12:00 Noon

TELEVISION: THE KATHI NORRIS SHOW WNBC, CHANNEL 4
Fri., Jan. 19: Ann Silver will show new ideas in accessorizing with Coro jewelry and Glentex scarves. Wed., Jan. 24: Barton Levoy of Tura, Inc. will present the latest fashions in eye-glass frames, demonstrating how a woman needs a pair of frames for each costume in her basic wardrobe. Publicity: Babs Doniger, PL. 3-1742.

Week
Of
Jan. 22

TWELFTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.
Mon. Eve., Jan. 22: Wagner's TRISTAN UND ISOLDE. Tues. Eve., Jan. 23: Verdi's IL TROVATORE. Wed. Eve., Jan. 24: Gounod's FAUST. Thurs. Mat., Jan. 25: Wagner's DAS RHEINGOLD. Thurs. Eve., Jan. 25: Strauss' DIE FLEDERMAUS. Fri. Eve., Jan. 26: Verdi's LA TRAVIATA. Sat. Mat., Jan. 27: Wagner's DAS RHEINGOLD. Sat. Eve., Jan. 27: Verdi's IL TROVATORE. Publicity: Margaret Carson, PE. 6-1200.

Wednesday
Jan. 24

OPENING: "KING RICHARD II" CITY CENTER, 131 WEST 55TH STREET
The New York City Theatre Company, under the supervision of Maurice Evans, will present the third play in the series. Margaret Webster will stage the production of Shakespeare's play, starring Maurice Evans and Kent Smith. Scenery and Lighting: Ben Edwards. Costumes: Emeline Roche. Publicity: Jean Dalrymple, MU. 8-3847.

Wednesday
Jan. 24

PREMIERE: "MAD WEDNESDAY" (Movie) GLOBE THEATRE, 1555 BROADWAY
RKO Radio Pictures will present a comedy starring Harold Lloyd, who portrays a man fired from a bookkeeper's job after 20 years of service, goes on a spree and becomes the owner of a rundown circus. Director: Preston Sturges. Publicity: Rutgers Neilson, CO. 5-6500.

Wednesday
Jan. 24

PREMIERE: "AT WAR WITH THE ARMY" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD
Paramount Pictures will present a film based on the play about life on an Army post and the red-tape which involves the soldier. Stars: Dean Martin and Jerry Lewis. Producer: Fred F. Finklehoffe and Abner J. Greshler. Director: Hal Walker. Publicity: Maria Van Slyke, BR. 9-8700.

Thursday
Jan. 25

PREMIERE: "THE ENFORCER" (Movie) CAPITOL THEATRE, B'WAY & 51ST STREET
A United States Pictures production, distributed by Warner Brothers, based on actual courtroom files. Starring Humphrey Bogart, who portrays an assistant district attorney in charge of homicide. Producer: Milton Sperling. Director: Bretaigne Windust. Publ.: Eve Siegel, CI. 6-1000.

Sunday
Jan. 28

OPENING: "PEER GYNT" ANTA PLAYHOUSE, 245 WEST 52ND STREET
Cheryl Crawford will produce Henrik Ibsen's "Peer Gynt", American adaptation by Paul Green, the fifth in the series of the American National Theatre and Academy (ANTA) productions. Stars: John Garfield, Mildred Dunnock and Sono Osato. Director: Lee Strasberg. Setting: Donald Oenslager. Costumes: Rose Bogdanoff. Publicity: Bill Doll, JU. 2-4976.

Beginning
Monday
Jan. 29

FOUR-WEEK ENGAGEMENT: D'OYLY CARTE CO. ST. JAMES THEATRE, 246 WEST 44TH
The D'Oyly Carte Company of London will open a four-week engagement, presenting "The Mikado", week of Jan. 29; "Trial by Jury" and "H.M.S. Pinafore", week of Feb. 5; "The Gondoliers", Feb. 12, 13 and 14; "Iolanthe", Feb. 15, 16 and 17; "Cox and Box" and "The Pirates of Penzance", week of Feb. 19. Publicity: Sam Stratton, LU. 2-5050; or CI. 6-9500.